

**ENTREPRENEURS' AND CUSTOMERS'
ENGAGEMENT, MOTIVATION AND
SATISFACTION TOWARDS
ONLINE VIDEO-BASED TRAINING AND
ADVERTISEMENT**

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SATISFACTION TOWARDS
ONLINE VIDEO-BASED TRAINING AND
ADVERTISEMENT**

by

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TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xii
LIST OF APPENDICES.....	xv
ABSTRAK.....	xvi
ABSTRACT.....	xviii
CHAPTER 1 INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Background of Research.....	4
1.3 Problem Statement.....	13
1.4 Research Objectives	27
1.5 Research Questions.....	28
1.6 Theoretical Framework.....	29
1.7 Conceptual Framework.....	32
1.8 Research Contribution.....	33
1.9 Significance of Study.....	35
1.10 Operational Definitions	36
1.12 Summary.....	41
CHAPTER 2 LITERATURE REVIEW.....	43
2.1 Introduction.....	43
2.2 Small and Medium Enterprise (SMEs).....	45
2.3 SMEs Key Success Factor: Marketing Strategies and Business Networks.....	50
2.4 Social Networking Sites (SNS).....	52
2.5 Social Networks.....	55
2.5.1 Facebook as Tool for Online Business.....	57
2.6 Marketing Strategies and Business Network through SNS.....	62
2.7 The impacts of SNS on the Business	64

2.8	Facebook Support Marketing in Malaysia.....	67
2.9	Background of Entrepreneurs' Training in Malaysia.....	72
2.9.1	Research Gap.....	73
2.10	Multimedia.....	75
2.10.1	Mayer's Cognitive Theory of Multimedia Learning.....	76
2.10.2	The application of Mayer's Cognitive Theory of Multimedia Learning in this study	78
2.10.3	Multimedia in the Learning Process.....	80
2.10.4	Video in the Learning Process.....	82
2.11	Engagement	83
2.11.1	Shniederman & Kearsley's Engagement Theory.....	84
2.11.2	The application of Shniederman & Kearsley's Engagement Theory in This Study	85
2.11.3	Learning Engagement and Multimedia.....	86
2.11.4	Learning Engagement and Video Learning.....	88
2.12	Motivation	90
2.12.1	Keller's ARCS Model of Motivational Design.....	90
2.12.2	The application of Keller's ARCS Model of Motivational Design in This Study.....	93
2.12.3	Motivation and Multimedia.....	94
2.12.4	Motivation and Video Learning.....	96
2.13	Related Instructional Design Theory in the development of Training Video in This Study	97
2.13.1	Gagne's Model of Instructional Design.....	99
2.13.2	Alessi and Trollip's Instructional Design Model.....	101
2.14	Related Research on the Relationship Between Engagement and Motivation in e-Learning.....	102
2.15	Effectiveness of Video Learning.....	106
2.15.1	Obstacles that Effect Social Media Use.....	108
2.16	Related Research on Training Utilizing Video Learning.....	109
2.17	Related Research on Customer Satisfaction in Online Shopping.....	112
2.18	Related Research on Customer Engagement in Online Shopping.....	115

2.19	Summary.....	118
CHAPTER 3 DESIGN AND DEVELOPMENT.....		119
3.1	Introduction.....	119
3.2	Development of Video-based Facebook Training (vFB-Ads).....	119
3.3	Alessi and Trollip’s Instructional Design Model.....	121
3.3.1	Rationale in Using Alessi and Trollip’s Instructional Design Model.....	122
3.3.2	The Planning Phase.....	124
3.3.2(a)	Define the Scope.....	125
3.3.2(b)	Identify Learners’ Characteristics.....	126
3.3.2(c)	Determine and Collect Resources.....	127
3.3.3	The Design Phase.....	128
3.3.3(a)	Develop Content Ideas.....	129
3.3.3(b)	Prepare Storyboards.....	132
3.3.3(c)	Prepare Scripts.....	133
3.3.3(d)	Prepare Prototype.....	133
3.3.4	The Development Phase.....	135
3.3.4(a)	Produce Text.....	136
3.3.4(b)	Create Graphics and Animation.....	137
3.3.4(c)	Produce Audio and Video.....	137
3.3.4(d)	Assemble the Pieces.....	138
3.3.4(e)	Prepare Supporting Materials and Documentation.....	140
3.3.4(f)	Alpha Test.....	141
3.3.4(g)	Expert Reviews.....	141
3.3.4(h)	Make Revisions.....	142
3.3.4(i)	Beta Test.....	143
3.3.4(j)	Pilot Study.....	143
3.4	Mayer’s Cognitive Theory of Multimedia Learning.....	145
3.5	Micro Strategy used in the Design of the vFB-Ads.....	149

3.5.1	Keller’s ARCS Model of Motivational Design.....	150
3.5.2	Shniederman & Kearsley’s Engagement Theory.....	156
3.5.3	Gagne’s Model of Instructional Design.....	158
3.5.3(a)	Event of Instruction 1: Gaining Attention.....	159
3.5.3(b)	Event of Instruction 2: Informing the Learner of the Objective.....	160
3.5.3(c)	Event of Instruction 3: Stimulating Recall of Prior Learning.....	160
3.5.3(d)	Event of Instruction 4: Presenting the Stimulus Material.....	161
3.5.3(e)	Event of Instruction 5: Providing Learning Guidance.....	162
3.5.3(f)	Event of Instruction 6: Eliciting the Performance.....	163
3.5.3(g)	Event of Instruction 7: Providing Feedback.....	163
3.5.3(h)	Event of Instruction 8: Assessing the Performance.....	164
3.5.3(i)	Event of Instruction 9: Enhancing Retention and Transfer.....	165
3.6	Summary.....	165
CHAPTER 4 RESEARCH METHODOLOGY.....		167
4.1	Introduction.....	167
4.2	Research Design.....	167
4.3	Population and Sampling.....	172
4.4	Video-based Facebook Training (vFB-Ads).....	173
4.4.1	Expected Result from the Training.....	176
4.5	Research Variables.....	177
4.6	Research Instruments for Entrepreneurs.....	180
4.6.1	Learning Engagement Scale (LES) Instrument.....	181
4.6.2	Instructional Materials Motivational Survey (IMMS).....	184
4.6.3	Interview Protocol.....	187
4.7	Research Instruments for Customers.....	190

4.7.1	Interview Protocol.....	190
4.7.2	Content Analysis.....	191
4.8	Data Collection Procedure.....	192
4.9	Validity of the Instruments.....	195
4.10	Reliability of the Instrument.....	197
4.11	Pilot Study Findings.....	200
4.12	Data Analysis.....	203
4.13	Summary.....	206
CHAPTER 5 DATA ANALYSIS.....		207
5.1	Introduction.....	207
5.2	Characteristics of the Sample.....	207
5.3	Result and Analysis of the Mixed Method Data.....	208
5.3.1	The Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs' Learning Engagement.....	209
5.3.1(a)	Emotional Engagement.....	209
5.3.1(b)	Behavioural Engagement.....	212
5.3.1(c)	Cognitive Engagement.....	215
5.3.2	The Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs' Perceived Motivation.....	220
5.3.2(a)	Attention.....	220
5.3.2(b)	Relevance.....	223
5.3.2(c)	Confidence.....	226
5.3.2(d)	Satisfaction.....	229
5.3.3	The Relationship between Entrepreneurship Engagement and Motivation towards the vFB-Ads.....	234
5.3.4	Entrepreneurs' Satisfaction in term of Experience and Attitude towards Video-Based Facebook Training (vFB-Ads).....	238
5.3.5	Entrepreneurs' Satisfaction in term of Experience and Attitude towards Facebook Advertisement	241
5.3.6	The Effects of Facebook Advertisement on Customers' Engagement	243
5.3.7	Customers' Satisfaction in term of Experience and Attitude	245

	towards Facebook Advertisement	
5.3.8	The Barriers or Limitations in Using FB Advertising for Marketing and Creating Business Network	247
5.6	Summary.....	249
CHAPTER 6 DISCUSSION AND CONCLUSION		252
6.1	Introduction.....	252
6.2	Summary of Research Findings.....	253
6.3	Discussion of the Research Findings.....	256
6.3.1	The Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs Learning Engagement.....	256
6.3.1(a)	Emotional Engagement.....	260
6.3.1(b)	Behavioural Engagement.....	262
6.3.1(c)	Cognitive Engagement.....	264
6.3.2	The Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs Perceived Motivation.....	265
6.3.2(a)	Attention.....	266
6.3.2(b)	Relevance.....	268
6.3.2(c)	Confidence.....	269
6.3.2(d)	Satisfaction.....	270
6.3.3	The Relationship between Entrepreneurship Engagement and Motivation towards Video Training (vFB- Ads).....	272
6.3.4	Entrepreneurs' Satisfaction in term of Experience and Attitude towards the Video-Based Facebook Training (vFB- Ads) and FB Advertisement (FB Ads).....	274
6.3.5	The Effects of Facebook Ads on Customers' Engagement.....	276
6.3.6	Customers' Satisfaction in term of Experience and Attitude towards Facebook Advertisement.....	278
6.3.7	The Barriers or Limitations in Using Facebook Advertisement (FB Ads) for Marketing and Creating Business Network.....	279
6.4	Implication.....	282
6.4.1	Theoretical Implication	282
6.4.2	Practical Implication	283

6.5	Limitation of Research.....	284
6.6	Direction for Future Research.....	284
6.7	Conclusion.....	286
	REFERENCES.....	289
	APPENDICES	

LIST OF TABLES

		Page
Table 1.1	Internet Users in Malaysia.....	6
Table 1.2	Comparison of sales results on FB.....	7
Table 1.3	Entrepreneurs of MARA.....	25
Table 1.4	Business Space By MARA.....	25
Table 2.1	Definition of Small and Medium Enterprises in Malaysia	48
Table 2.2	Multimedia Elements.....	75
Table 2.3	Engagement Components.....	85
Table 2.4	Related Research on the Relationship Between Engagement and Motivation in e-Learning.....	105
Table 2.5	Related Research on Training Utilizing Video Learning.....	111
Table 2.6	Related Research on Customer Satisfaction in Online Shopping.....	114
Table 2.7	Related Research on Customer Engagement in Online Shopping.....	117
Table 3.1	Chart of Learner Characteristics.....	127
Table 3.2	Application of Multimedia Learning Principles in vFB-Ads	147
Table 3.3	Application of ARCS Modes in vFB-Ads.....	154
Table 4.1	Characteristic of the Training Module.....	175
Table 4.2	Previous Studies that Employed Learning Engagement Scale Instrument.....	182
Table 4.3	LES Component and Items.....	182
Table 4.4	IMMS Component and Items.....	185
Table 4.5	Data Collection Procedures.....	195
Table 4.6	LES Reliability Measurement	198
Table 4.7	IMMS Reliability Measurement	198
Table 4.8	Learning Engagement and Motivation Scale.....	201
Table 4.9	Statistical Analysis for LES Scores (Pilot Study).....	201

Table 4.10	Statistical Analysis for IMMS Scores (Pilot Study).....	202
Table 4.11	Type of Statistical Analysis.....	205
Table 5.1	Classification of Emotional Engagement.....	212
Table 5.2	Classification of Behavioural Engagement.....	215
Table 5.3	Classification of Cognitive Engagement.....	218
Table 5.4	Classification of Attention.....	222
Table 5.5	Classification of Relevance.....	225
Table 5.6	Classification of Confidence.....	228
Table 5.7	Classification of Satisfaction.....	232
Table 5.8	Example of a Conventional Approach to Interpreting a Correlation Coefficient	234
Table 5.9	Correlations between the Entrepreneurs' Engagement and Motivation Factors.....	237
Table 5.10	Correlations Engagement and Motivation	238
Table 5.11	Classification of Customers' Engagement.....	244
Table 5.12	Summary of the Research Findings.....	249

LIST OF FIGURES

		Page
Figure 1.1	Reasons Why Marketers Create Videos.....	11
Figure 1.2	Theoretical Framework.....	32
Figure 1.3	Conceptual Framework	33
Figure 2.1	New Definitions of SMEs by the National SME Council of Malaysia	50
Figure 2.2	Interaction Between Customers’ Engagement and SMEs on FB.....	70
Figure 2.3	Customer Satisfaction on SMEs Brand.....	71
Figure 2.4	Cognitive Theory of Multimedia Learning.....	77
Figure 2.5	Mayer’s Cognitive Theory of Multimedia Learning in FB-Ads.....	79
Figure 2.6	Summary of Kearsley and Shneiderman’s Engagement Theory.....	84
Figure 2.7	Kearsley and Shneiderman’s Engagement Theory in FB-Ads	86
Figure 2.8	Summary of Keller’s ARCS Model of Motivational Design.....	92
Figure 2.9	Keller's ARCS Model of Motivational Design in FB-Ads.....	94
Figure 2.10	Strategies in Developing FB-Ads in the Research.....	98
Figure 2.11	Gagne’s Model of Instructional Design in FB-Ads.....	100
Figure 2.12	Alessi and Trollip’s Instructional Design Model in FB-Ads.....	102
Figure 3.1	Application of Strategies in vFB-Ads Design.....	121
Figure 3.2	Alessi and Trollip’s Instructional Design Model.....	122
Figure 3.3	Video Sequence Analysis of Facebook Ads Topic.....	131
Figure 3.4	Sample Layout of vFB-Ads Storyboard.....	133
Figure 3.5	Intro Clip of vFB-Ads Prototype.....	135
Figure 3.6	vFB-Ads (Payment Setting).....	135
Figure 3.7	Interface Design of vFB-Ads using Adobe Flash.....	139
Figure 3.8	Video Design of iMovie.....	140

Figure 3.9	Cognitive Theory of Multimedia Learning (Adopted From Mayer, 2001)	146
Figure 3.10	Plain Screen Texts, Basic and Succinct Helps with Learning.....	147
Figure 3.11	Signals with the Visual of the Cursor with a Yellow Circle.....	148
Figure 3.12	Tutorial Video of vFB-Ads.....	152
Figure 3.13	Learning Outcome of The vFB-Ads.....	153
Figure 3.14	Full Control Over The vFB-Ads.....	154
Figure 3.15	Active Advertising Accepted by Facebook.....	155
Figure 3.16	The Engagement in vFB-Ads.....	158
Figure 3.17	Event of Instruction 1: Gaining Attention.....	159
Figure 3.18	Event of Instruction 2: Informing the Learner of the Objective.....	160
Figure 3.19	Event of Instruction 3: Stimulating Recall of Prior Learning.....	161
Figure 3.20	Event of Instruction 4: Presenting the Stimulus Material.....	162
Figure 3.21	Event of Instruction 5: Providing Learning Guidance.....	162
Figure 3.22	Event of Instruction 6: Eliciting the Performance.....	163
Figure 3.23	Event of Instruction 7: Providing Feedback.....	164
Figure 3.24	Event of Instruction 9: Enhancing Retention and Transfer.....	165
Figure 4.1	The Explanatory Design.....	168
Figure 4.2	The Examples of Screen Shot in FB Ads Manager.....	171
Figure 4.3	The Examples of Screen Shot in FB Ads Manager.....	171
Figure 4.4	Research Phases.....	172
Figure 4.5	Expected Result From the Research.....	177
Figure 4.6	Independent and Dependent Variables of the Research	180
Figure 4.7	Data from Screen Shots.....	192
Figure 4.8	Coding using ATLAS.ti.....	204
Figure 5.1	The Selected Theme for the Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs' Learning Engagement....	219
Figure 5.2	The Selected Theme for the Effects of Video-Based Facebook Training (vFB-Ads) on Entrepreneurs' Perceived Motivation....	233

Figure 5.3	The Selected Theme for the Entrepreneurs' Satisfaction in term of Experience and Attitude Towards Video-Based Facebook Training (vFB-Ads)	241
Figure 5.4	The Selected Theme for Entrepreneurs' Satisfaction in terms of Experience and Attitude towards the Facebook Advertisement....	243
Figure 5.5	The Selected Theme for the Effects of Facebook Advertisement on Customers' Engagement	245
Figure 5.6	The Selected Theme for the Customers' Satisfaction in term of Experience and Attitude towards Facebook Advertisement	247
Figure 5.7	The Selected Theme for the Barrier and Limitation in Using FB Advertising for Marketing and Creating Business Network	248

LIST OF APPENDICES

Appendix A	Self-Assessed Characteristic Form
Appendix B	Video Evaluation Form
Appendix C	Learning Engagement Scale (Les)
Appendix D	Instructional Materials Motivational Survey (IMMS)
Appendix E	Permission From MARA Negeri Perak for the List of MARA's Entrepreneurs
Appendix F	Operating Manual
Appendix G	Storyboard
Appendix H	Interview Questions
Appendix I	Collection Data Form Ffrom Screen Capture
Appendix J	Permission to use Copyrighted Materials
Appendix K	Selected Screenshots of Vfb-Ads
Appendix L	Selected Theme of Qualitative Findings
Appendix M	Validity of the Instruments

**PENGLIBATAN, MOTIVASI, DAN KEPUASAN USAHAWAN DAN
PELANGGAN TERHADAP LATIHAN BERASASKAN VIDEO DAN IKLAN
DALAM TALIAN**

ABSTRAK

Penyelidikan ini muncul dari keprihatinan dan tinjauan penyelidik mengenai kelemahan usahawan Industri Kecil dan Sederhana, IKS Bumiputera dalam pemasaran dan rangkaian. Tujuan kajian ini adalah untuk meneroka penglibatan, motivasi, dan kepuasan usahawan dan pelanggan terhadap latihan berasaskan video dan iklan dalam talian. Para peserta yang terpilih terdiri daripada 31 usahawan baru IKS MARA di negeri Perak. Kaedah kajian yang dipilih untuk kajian ini adalah kaedah campuran huraian berjujukan (*mixed-method sequential explanatory design*) yang melibatkan kaedah kuantitatif dan kualitatif. Pemboleh ubah bebas yang terlibat adalah latihan Facebook berasaskan video (*vFB-Ads*) dan Iklan FB (*FB Ads*). Pemboleh ubah bersandar pula adalah penglibatan pembelajaran usahawan, motivasi dan kepuasan mereka serta penglibatan dan kepuasan pelanggan mereka terhadap *vFB-Ads* dan *FB Ads*. Data yang diperolehi dianalisis menggunakan statistik deskriptif, statistik inferensi, dan analisis tematik. Penemuan yang diperolehi daripada analisis penglibatan pembelajaran usahawan terhadap *vFB-Ads* mendedahkan bahawa mereka bersetuju tentang penglibatan emosi, tingkah laku dan kognitif terhadap *vFB-Ads*. Begitu juga dari aspek motivasi, usahawan menunjukkan bahawa *vFB-Ads* menarik perhatian dan relevan buat mereka. Tahap keyakinan para usahawan dan kepuasan terhadap *vFB-Ads* juga tinggi. Dari segi hubungan antara penglibatan keusahawanan dengan motivasi mereka terhadap *vFB-Ads*, dapatan tidak menunjukkan korelasi

berkenaan. Selain itu, dapatan juga menunjukkan para usahawan berpuas hati terhadap *vFB-Ads* dan *FB Ads*. Di samping itu, dapatan juga mendedahkan bahawa kesemua pelanggan berpuas hati dengan Iklan FB. Juga, terdapat dua halangan atau batasan dalam menggunakan Iklan FB untuk pemasaran dan mewujudkan rangkaian perniagaan mereka iaitu Peraturan *FB Ads* yang ketat dan Kurangnya Panduan *FB Ads*. Pengiklanan di FB juga memberi kesan kepada perniagaan usahawan dari segi pemasaran dan rangkaian perniagaan. Penyelidikan ini juga telah menguatkan sejumlah implikasi praktikal untuk usahawan di mana penyelidikan ini meningkatkan pemahaman mereka mengenai manfaat *vFB-Ads* untuk pengguna terutama usahawan mengenai strategi pemasaran mereka. Dari segi perspektif teori, penyelidikan ini menyoroti bagaimana *vFB-Ads* mempengaruhi usahawan dari segi keterlibatan pembelajaran dan motivasi yang dirasakan. Penemuan yang diperoleh adalah selaras dengan Teori Kognitif Pembelajaran Multimedia Mayer (2001), Model Reka Bentuk Motivasi ARCS Keller (1987) dan Teori Penglibatan Shniederman dan Kearsley (1998). Selain itu, latihan *vFB-Ads* membantu para usahawan untuk beriklan di FB dan membuka jalan untuk membangun rangkaian perniagaan dan hubungan pelanggan mereka.

**ENTREPRENEURS' AND CUSTOMERS' ENGAGEMENT, MOTIVATION
AND SATISFACTION TOWARDS ONLINE VIDEO-BASED TRAINING AND
ADVERTISEMENT**

ABSTRACT

This research emerged from the researcher's concern and reviews on the weaknesses of the Bumiputera Small Medium Enterprises, SME entrepreneurs in marketing and network business. The purpose of this research is to explore the entrepreneurs' and customers' engagement, motivation and satisfaction towards online video-based training and advertisement. The participants were chosen from the new MARA SMEs in Perak and the chosen research method was a mixed-method sequential explanatory design involving quantitative and qualitative methods. The independent variables were video-based Facebook training (vFB-Ads) and FB Advertisement (FB Ads). The dependent variables involved the entrepreneurs' learning engagement, perceived motivation, and satisfaction as well as their customers' engagement and satisfaction of the vFB-Ads and FB Ads. A total of 31 entrepreneurs were randomly sampled from MARA Negeri Perak. The data obtained were analysed by carrying out descriptive and inferential statistics, as well as thematic analysis. The findings obtained from the analysis of the entrepreneurs' learning engagement towards vFB-Ads revealed that they indicate the emotional, behavioural and cognitive engagement towards vFB-Ads. Likewise, in terms of the entrepreneurs' perceived motivation, it also revealed that the vFB-Ads attract their attention and the vFB-Ads were relevant to them. The entrepreneurs' confidence levels and satisfaction towards vFB-Ads were also high. In terms of the relationship between entrepreneurship engagement and motivation towards the vFB-Ads, the finding

indicates no correlation. Meanwhile, the findings also indicate that the entrepreneurs were satisfied with the vFB-Ads and FB Ads. The study also revealed that all of customers were satisfied with the FB Ads. Also, two barriers or limitations in using FB Ads for marketing and creating a business network were identified namely, a *Strict FB Ads Rule* and *Lack of FB Ads Guide*. Advertising on FB was also affecting the entrepreneurs' business in terms of marketing and their business network. This research had enforced a number of practical implications for entrepreneurs which research enhance their understanding on the benefit of vFB-Ads for the users, especially entrepreneurs on their marketing strategies. In terms of theoretical perspectives, this research highlights how vFB-Ads affect entrepreneurs in terms of learning engagement and perceived motivation. The findings obtained are consistent with Mayer's Cognitive Theory of Multimedia Learning (2001), Keller's ARCS Model of Motivational Design (1987) and Shniederman & Kearsley's Engagement Theory (1998). In addition, vFB-Ads assists entrepreneurs how to advertise on FB paving the way for business network and customer relationship building.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Videos have now changed the paradigm from teaching technique to a self-guided realisation where learners have complete control over different parts of learning. For both theoretical and common-sense training purposes, intuitive videos such as video training drills, brief clasps and situation-based video show are used. In today's modern scenario, there is a growing trend for customised learning environments to merge learner-centered and focused teaching approaches. Among the activities received in adjusting this video learning is to extend the judicious use of training technologies that could work as a valuable learning supplement to advance powerful, important and effective learning. Thus, the utilisation of this training technology, that is video adapting, additionally improves learners' motivation, disposition and intrigue (Brame, 2016).

In past research, learners with different cognitive styles have perceived learning using technologies in an unexpected way (e.g: Chu & Nakamura, 2010; Shi, 2011; Sulaiman & Sulaiman, 2010). The pedagogy used for teaching learners must be reasonable with the psychological styles and learning inclinations of the learners in order to provide significant learning (Cakan, 2000). Hence, according to Carter (2007), 'digital age' learners were found to be more comfortable with learning using technology. This is because these students have developed ways to directly read and learn through visual media devices (Beers, Probst & Rief, 2007). Learners in this

research are referring to Bumiputera entrepreneurs in MARA Perak.

Of late, in business, the approach of Facebook video social applications has prompted opportunities that empower entrepreneurs to assemble outer data in a progressively effective way (Den Engelse, Wijnhoven, & Groen, 2012). Since its creation, the web has quickly advanced and prompted the presentation of a wide assortment of online life. Cook and Buckley (2008) indicated that as of now, the development of a populace is progressively video and sharing its experiences, pounding them up and submitting them to companions and outsiders for assessment, permitting the arrangement of a 'notoriety' in the light of these evaluations. This perception by Cook and Buckley (2008) is a section on the rise of web 2.0 as presented by O'Reilly (2004) where he denoted the progress from web 1.0 to web 2.0 by expressing that in web 2.0, the substance on the web is predominantly delivered by customers themselves and the data is made, altered and shared among customers.

This means that in the case of web 2.0, a great deal of customer data is available, a concept that will be used reciprocally with the more commonly recognised 'online networking' (Ellonen & Kosonen, 2010). Hence, within the web 2.0, the user can be connected via the World Wide Web, which is a hypertext group of sites available for users to link to its host network, i.e. the Internet and to be in line with the platform's ability to generate and then share content with other people such as social media around the world becoming connected every hour of the day (Al-Ghamdi, Al-Hadban, & Al-Hassoun, 2014).

Additionally, Thomkaewa, Homhual, Chairat, and Khumhaeng (2016) explained that online video is a social tool as well as a medium for communication on social networks via websites and any social media applications linked to the Internet. The online networks by using advertisements, such as videos on social media can provide an advantage to online business activities among entrepreneurs, especially the Small Medium Enterprises (SMEs) sector in Malaysia.

Consequently, training in producing advertisements via video learning approach needs to be implemented especially to new entrepreneurs. Indeed, the basis of this study is to pay attention to learn while using technologies i.e., online video-based learning. Learners like to learn by follow step-by-step as shown in the video form lectures, from which knowledge can be generated (Fahmy Yousef, Chatti, & Schroeder, 2014). The approach is important in providing training sessions, giving exposure and to facilitate entrepreneurs to follow each step to develop the desired advertisement. Therefore, through this training, the entrepreneurs become knowledgeable and skilled, thus knowing how to advertise their online business activities effectively.

Furthermore, the context of this study also addresses the online video-based learning through Facebook (FB) applications as a platform to train the entrepreneurs. The ability of FB to grab more users had been proven, by well-known brands internationally such as Colgate, Pandora and Alimpex Food using video ads via FB as a powerful tool to increase brand awareness, brand growth and a rise in purchases as well as an increase in the number of new buyers (Digital Training Academy, 2020).

In Malaysia, a well-known entrepreneur - Rozita Ibrahim, the founder of beauty products 'Sendayu Tinggi' via her FB account 'Rumah Hutan Bonda Rozita' also chose social media as a platform to promote her business activities. Although she is not a person with skills in developing ads, but she uses the approach by hiring skilled technology employees who can handle online promotional and marketing activities. Therefore, both new or existing entrepreneurs need to be trained and thus the researcher proposed to develop an online video-based Facebook training, that is vFB-Ads, as the video tutorial on how to use FB advertisement (FB Ads) to promote business products in FB page.

Accordingly, entrepreneurs skilled in using ICT are able to create ads that meet the customers' needs, while sales or purchases can increase even through online. However, for new entrepreneurs who are less skilled will face problems in creating ads that can attract online users to buy. Therefore, the aim of this research is conducted to explore the effects of vFB-Ads from the aspect of entrepreneurs's learning engagement and motivation as well as their satisfaction towards FB Ads generated by them, in addition, to exploring customer perceptions (engagement and satisfaction) towards the advertisement.

1.2 Background of Research

Majlis Amanah Rakyat (MARA) is a government agency in Malaysia. It was founded in the areas of business and industry to assist, train and guide Bumiputera (Malays and other indigenous Malaysians).

The key objective of the MARA Entrepreneur Development Division is to grow sustainable, resilient and successful global entrepreneurs in line with the objectives of the MARA Entrepreneurship Programme. MARA has been established for the creation of entrepreneurs since 1976. The entire MARA Entrepreneurship have been given the Entrepreneurship Training Programme, which aims to produce entrepreneurs who have good foresight and high calibre in looking for viable business opportunities (MARA, 2014).

These entrepreneurs are offered many training programmes such as Entrepreneurship Training, Business Consultation Service, Technical Entrepreneur and others. MARA also provides a Marketing Development Programme to help entrepreneurs to improve their marketing strategy. Although all these programmes are developed to ensure that they will be successful, nevertheless, challenging issues are still arising. According to MARA (2017), one of the many issues that are facing Bumiputera SMEs is how to market the products or services produced. Likewise, Tunggak, Salamon and Abu (2011) concurred that the main weaknesses of Bumiputera SME entrepreneurs are marketing and business networking.

In addressing this problem, Oyza and Edwin (2015) suggested the use of social media technology in business by combining the traditional business model, including the marketing of the on-line business model via FB. In addition, Thomkaewa et al., (2016) explained that FB is used by entrepreneurs for electronic marketing activities because it can influence as well as reach out to more customers (new and existing customers) and share information easily thus generating additional income.

Accordingly, the researcher chose video-based learning using FB as a platform to train SMEs entrepreneurs to be skilled in developing advertising as well as conducting online marketing activities. Certainly, FB was chosen because it offers better opportunities for new business entrepreneurs as this medium is more suitable and has more advantages for interactions between business and consumers (Carter, 2014). Therefore, the researcher proposed to develop a learning video namely a video-based Facebook training (vFB-Ads) as an instructional technology tool rather than face-to-face learning that has been practiced so far.

In addition, the research is in line with the frequency of internet users in Malaysia who opted for FB as it is the most effective online networking platform. Based on a survey report on Internet Users (as shown in Table 1.1) conducted by the Malaysian Communications and Multimedia Commission (MCMC), it was found that FB is the most popular social media used among all other social networking applications for the year 2018 (97.3%) and 2020 (91.7%) in Malaysia (Internet Users Survey, 2020).

Table 1.1

Internet Users in Malaysia

In Malaysia / Year (%)	2018	2020
Internet users	87.4	88.7
Top 3 social networking application by users		
*Facebook	97.3	91.7
*Youtube	48.3	80.6
*Instagram	57.0	63.1

Source: Internet Users Survey (2020)

These findings explained that internet users in Malaysia prefer to surf FB over other social media. The contribution of this social media is that it helps to increase product sales, hence entrepreneurs should take advantage of this opportunity to empower marketing and promote their products through FB. In addition, according to A-Ghamdi et al. (2014), FB is simple to use as a powerful tool for marketing, corporate communication, and public relations.

Additionally, Mohd Hafizie (2017) found that 50.9% out of 114 micro entrepreneurs in Malaysia have experienced using FB as a marketing tool for business purposes. As a result, there was a significant difference in sales by the respondents surveyed, a total of 10 out of 114 micro entrepreneurs who used FB for marketing purposes were selected and monitored for six months. Sales in Ringgit Malaysia (RM) are increasing after entrepreneurs use FB as shown in Table 1.2.

Table 1.2

Comparison of sales results on FB

Entrepreneur	Type of Business	Sales (RM) / Month	
		Before using FB	After using FB
1	Beauty Products	45,000	150,000
2	Healthy Food	9,000	60,000
3	Photography	16,000	64,000
4	Healthy Food	3,600	21,000
5	Beauty Products	2,500	10,000
6	Fitness Centre	9,000	21,000
7	Beauty Services	270	3,000

8	Agriculture	15,000	60,000
9	Clothes	300	1000
10	Clothes	500	3000

Source: Mohd Hafizie (2017)

Furthermore, the research also found that entrepreneurs (No.3 business of photography as shown in Table 1.2) have used video for marketing on their FB page and an average of 250 people have seen the video displayed. The result proved that the approach to use video elements as ads on FB allows to attract more feedback from customers as compared to using more static picture and text. This indicates that the training to produce the best video is important as it empowers entrepreneurs to make more effective use of video in their business marketing activities on FB widely. Therefore, their engagement and motivation towards the training sessions are important so that the targeted learning outcomes can be achieved. Accordingly, appropriate training should be developed to meet the needs of entrepreneurs who want to skillfully use advertisements to promote business products through marketing activities on FB pages. Furthermore, the effectiveness of training can be described through the entrepreneurs's satisfaction by producing FB Ads and publishing on the FB page.

Indeed, purchases and sales by entrepreneurs have increased after using FB. This indicates that the ads generated by entrepreneurs meet the tastes of customers. Furthermore, there will be a positive response from customers' engagement and satisfaction towards FB ads, prompting them to make a purchase. This point endorsed those advertisements via FB could bring significant advantages to SMEs on aspects of

demographic targeting (ease of use), interaction (specifically, interactivity, cost effectiveness and trust), brand awareness, efficiency, flexibility, and responsiveness (Alraja, Khan, Khashab, & Aldaas, 2020). Consequently, vFB-Ads as a method of learning among entrepreneurs need to be the focus in the research.

In the field of education, video-based learning is becoming more common. Educational videos allow realistic real-world constraints to be overcome in order to explore the far greater possibilities offered by digital spaces (Michail, Konstantinos, Marco, Peter & Stephanie, 2014). In the context of this study, video learning that will be exposed to the entrepreneurs are also seen as learning for adults. Martinez-Alcala et al., (2018) explained that adults have the ability to develop digital literacy skills, especially if they are motivated and appreciate the value that can be gained in digital technology.

Moreover, Tare, Cacicio, and Shell (2020) explained that for adult learning: (1) they need a variety of 21st century basic skills to survive and grow, encourage learner to use this new technology and create their own multimedia projects, (2) they must see the benefit of learning, learn to engage, maintain their motivation to deal with a variety of situations, addressing how new knowledge can be used in the real world, and (3) engagement in lifelong learning activities related to general well-being, other than in learning, can increase life satisfaction, understanding their own learning process and the need to succeed. Certainly, video learning for adults or entrepreneurs in this research is important, so that the results obtained can be utilised in any field especially in handling online business activities.

In addition, Fahmy Yousef et al., (2014) pointed out that video-based learning has unique features thus making this an effective method in terms of learning outcomes, interaction, and satisfaction obtained by the learners. Resulting from the learning outcomes, learners can achieve knowledge, skills, and abilities for improving their skills. In addition, interaction improves communication among learners and satisfaction shows the level of learning obtained through the positive impact on motivating the learner.

In recent years, the extensive use of learning videos has attracted wide interest resulting to a steady increase. Millions of students watch videos on a range of websites from multiple sources (e.g.: desktop, phone, tablet) via digital libraries, discussions with tutors by emails and online courses from their homes using accessible learning materials. The integration of video with other learning resources has great potential to provide an interactive online learning space for learners (Michail et al., 2014).

Additionally, Chaka and Govender (2020) expounded the fact that nowadays, the present generation is basically digital literate learners. In addition, social networking sites specifically FB have the capacity to facilitate online discussions and collaborative learning between the learners and with the teachers, thus providing opportunities for the sharing of ideas, educational content as well as improvement of communication among stakeholders. Thomkaewa et al., (2016) supported that online video is a social tool as well as a medium used for communication on social networks via social media applications. Therefore, online video is more appropriate for learners to follow the learning content.

In terms of business, video is a demonstration method which connects with guests. It may very well be one of the best approaches to narrate a story that will hold customers' enthusiasm along all periods of the purchaser's adventure. It is also possible to integrate videos into online learning systems (LMS, portal, e-class, etc.) and to combine these with other services. The integration of videos with other learning resources has great potential to provide an interactive online learning space for learners. (Michail et al., 2014).

Accordingly, to become efficient marketers, online videos need to be utilised as much as possible. This method allows the video with display advertisements to be easily seen by online users. Consequently, using television, newspapers, and radio are traditional methods that are seen as ineffective in maintaining an advantage for competitiveness in the market (Alraja, et al., 2020). Furthermore, Lee (2015) found the reasons why marketers create videos as illustrated in Figure 1.1 below.



Figure 1.1 Reasons Why Marketers Create Videos

Source: Lee (2015).

Figure 1.1 illustrates the positive reasons why markets create videos. According to Lee (2015), the research affirmed that advertisers used videos most reliably at the highest point of the channel. By far, most of the respondents who were reviewed (77%) used videos to make brand mindfulness, while the greater part use them to advance online networking/network commitment (63%), convey brand story (58%), and produce leads (51%). This was followed by customer testimonials (reviews) 41% and sales enablement 40%. While other reasons such as recording live event, lead nurturing/mid-funnel, external training/support/help, conversion, internal communication and others are under 40 % per reasons are to contributors why markets create video.

Indeed, using video via social media can give great returns to entrepreneurs especially from the aspect of attracting customers to discover business activities on FB. According to Lahman (2017), educating each other on products and services via electronic means (such as social media), allows users to discover new products, promote ideas and exerting outside influence on businesses. Broadly speaking, entrepreneurs need to engage themselves to acquire new knowledge related to technology so that the results can be utilised and given to their customers.

In summary, it has been proven that FB is a social media as well as a powerful tool to motivate entrepreneurs to increase sales and achieve profits. However, to what extent the ads produced by these entrepreneurs can attract customers to choose their products? Although using FB, but if the ads produced are not able to attract customers' engagement and satisfaction, then the entrepreneurs will be left behind. The entrepreneurs can use online marketing activities more effectively provided specific

training are given to them. Indeed, the implementation of this research will provide more specific findings. For this purpose, the researcher attempted to conduct a more in-depth research from the point of vFB-Ads (entrepreneurs' learning engagement and motivation) and FB Ads (entrepreneurs' satisfaction and customers' engagement and satisfaction).

Therefore, this research aims to develop the training, i.e., vFB-Ads to be practiced among new entrepreneurs to prove that their engagement and motivation is important. Moreover, the ads produced must meet the customers' needs. Next the entrepreneurs are constantly upgrading their satisfaction and knowledge to produce better ads over time. As a result, customers' engagement and satisfaction towards the advertisement can be described through the increased purchases and sales of the entrepreneur's own products.

1.3 Problem Statement

Online marketing nowadays is needed especially in the new normal, where the current outbreak of Coronavirus (Covid-19) disease has economically impacted most business activities worldwide. Even in developed countries such as the United States are not spared from the significant impact of this Covid-19 pandemic. Goldman Sachs (2020) reported that of the 10,000 small business owners surveyed, it was found that 96 % had experienced the effects of Covid-19 and 51 % of businesses toppled and were unable to survive for three months during the economic shutdown.

Unfortunately, small businesses operating in developing countries were the hardest hit by the pandemic compared to developed countries. The International Labour Organisation (ILO) (2020) highlighted that in the ILO's SCORE Programme (Enterprises) survey, it was indicated that over 1000 enterprises from eight countries on four continents (Myanmar, Ghana, Bolivia, Colombia, Indonesia, Peru, Tunisia and Pakistan) surveyed, revealed that 70% had to cease operations. Additionally, 50% have closed their business temporarily by following direct instructions from the authorities, while the other 50% have closed temporarily, or more sadly, permanently, due to a drastic drop in orders, or cases of staff infected by Covid-19.

While in Malaysia, the Covid-19 Business Pulse Survey (BPS) is a report via rapid survey conducted with 100,000+ companies in all sectors and sizes, across Peninsular and East Malaysia showed that the small firms in East Malaysia were significantly more likely to remain closed, 35% share of large firms closed leaving only 49% to operate partially during the Movement Control Order (MCO) period (Kuriakose, & Tran, 2020).

This situation shows that online marketing nowadays is needed by all businesses especially SMEs entrepreneurs, and social media is a more suitable platform to be applied to mitigate the impact of the covid-19 contagion. Accordingly, Liguori dan Pittz (2020) emphasised the importance for small business entrepreneurs to review or create social media accounts in order to survive and make progress in the capital markets now impacted by Covid-19. Virtual business channels provide a unique opportunity to revitalise and create new business models as well as continue to survive in the face of this pandemic crisis.

For example, SMEs in Oman utilised social media as a strategic tool to survive in an inconstant environment. According to Alraja et al., (2020), SMEs have become one of the main players in the economy, without following the latest marketing strategy tools in an inconstant environment, small business entrepreneurs are more exposed to exit the current market. In addition, Jonsson (2015), stressed that social media helps business entrepreneurs perform better through their network support. Certainly, successful business organisations contribute to the economic stability of a country, thus propagating SMEs to play an important role in developing a country.

However, before the Covid-19 pandemic issue existed, entrepreneurs were also faced with other issues. Consequently, this study emerged from the researcher's concern and reviews on the weaknesses of Bumiputera SME entrepreneurs in marketing and network business. Doing business is no longer the same. With the development of new entrepreneurs and ventures, organisations, particularly the SMEs, can never again rely upon the conventional method for running and dealing with their organisations. It has been rationalised that SMEs everywhere throughout the world are confronting issues in keeping up their aggressiveness and endurance. Approximately half of the SMEs throughout the world crumbled within the initial five operational years and Malaysia's evaluated disappointment rate is 60% (Ahmad & Seet, 2009; Sebnem & Melisa, 2014). This represents the difficult problems facing SMEs in Malaysia and the many obstacles to remain focused on the globalised business situation.

In addition, the lack of marketing and promotional activities by SMEs in Malaysia are among the factors that make it difficult for them to maintain their operational performance. The census data by the Department of Statistics Malaysia (DoSM) in 2010 showed that 86.6% of SME entrepreneurs do not perform marketing and promotional activities and that only 1.6 % SMEs are performing these activities through social networking sites (Economy Census, 2011). The findings indicated that less than 14.0% of SMEs are involved in marketing and promotional activities to introduce their business activities to the public.

Furthermore, entrepreneurs who use information and communications technology (ICT) such as computers, mobile phones and the internet to market and promote today's products can have an impact on the development of their business activities. Moreover, many entrepreneurs were forced to close operations in stores due to this Covid-19 pandemic. The use of the internet can be a catalyst in empowering entrepreneurs, especially in online business (Faradillah, Samsudin, & Ali, 2015). Therefore, businesses based on the use of ICT such as online business can serve as a medium to further expand the business market among SME entrepreneurs, especially those who aspire to introduce new products.

However, in a survey conducted by SME Corporation in 2014 found that the use of ICT for business operations among SMEs in Malaysia is still low. Most SMEs surveyed using computers / laptops and smartphones (92.6%) and internet services for personal purposes (33.3%) compared to only 7.1% involved in online business (SME Annual Report, 2014). The findings indicated that extensive marketing and promotion activities through conventional approaches are practiced by entrepreneurs in Malaysia.

But the situation has now changed, as Malaysia and the world markets are now combating the Covid-19 pandemic.

Certainly, willingly or not, entrepreneurs are also forced to use technology to sustain their business operations. The question is, are entrepreneurs skilled to use technology effectively in their business activities? Therefore, entrepreneurs need to be trained, not to mention their engagement and motivational training or learning sessions are equally important. Learning that involves adults bring significant insights, experiences, and connections from prior learning to new learning opportunities, motivated to learn and develop skills at work and in life (Tare et al., 2020)

However, there is no denying that internet-based entrepreneurship is gaining popularity as a way of wealth creation and property acquisition in various aspects of the world today (Chan, Selvadurai, Bahiyah, & Gusniar, 2015). In particular, using social media as a main tool of marketing strategy in the context to support business organisations when interacting with their customers, thus increases the overall performance of their business (Galati et al., 201). Consequently, effective implementation of marketing and promotion activities through online can be among the significant approach that can further increase the sales products and activities of the company.

In fact, online business is one of the latest business mediums that are widely applied nowadays (Siti Haniah, 2015). Online business through social media is not only cost effective, but also the best investment, for example, using FB as a platform to do online marketing. In specific, FB provides a good marketing method, less cost,

better performance, and targeted traffic making it among the most popular social media in the world (Thomkaewa et al., 2016). This approach is more effective if there is an internet network, where consumers can browse the ads at any time compared to the conventional approach such as newspapers and advertisements on television.

Oyza and Edwin (2015) deduced that, in tending to this issue, the utilisation of online networking technology in business is by consolidating the conventional plan of action, embracing the marketing with the online plan of action through FB. Indeed, FB is the best application to use for online marketing purposes (Othman, Bidin, & Hussain, 2013). Using FB as the main platform to conduct online business nowadays has the potential to increase the positive outcomes for SME entrepreneurs.

Furthermore, the research conducted by Mohd Hafizie (2017) found that based on the results of a six-month observation of entrepreneurs who use video elements for marketing on social media, only an average of 250 people viewed the video. Therefore, they need to be trained effectively to produce an informative video to educate and empower entrepreneurs in producing more effective use of videos in their business marketing activities on FB.

However, only a handful of SME entrepreneurs use FB as a marketing medium despite the low cost due to the weaknesses they are facing while using the application (Golden, 2011). Additionally, SME entrepreneurs have experienced various problems such as poor infrastructure and technical support and being less clear at the level of marketing strategy due to minimal resources (Subramaniam & Nakkeeran, 2016).

Accordingly, specific training or learning should be given to entrepreneurs who are facing problem in operating ICT such as computers and exploring internet before they venture into online business. Besides, learning via video is seen as a learning method that can facilitate learners to learn. Certainly, video-based learning is an effective method in terms of learning outcomes, and interaction (Fahmy Yousef et al., 2014) which additionally improves learners' motivation, (Brame, 2016). Therefore, entrepreneurs nowadays need to be skilled in using ICT so that it is easy for them to do marketing activities on social media. For unskilled entrepreneurs, they need to engage in various trainings to further increase their understanding on the use of ICT.

Although online business on FB can increase product sales and provide profit to entrepreneurs, but they also need training to improve their abilities in using current technology. Faradillah and Husna (2018) highlighted that to be in line with the Industrial Revolution 4.0, entrepreneurs need to have the expertise and inspiration to use ICT to stay on top of business trends today. In the context of this research, it is shown that video-based learning is capable of training entrepreneurs with the ability to use ICT skills, especially in the management of social media marketing activities.

Therefore, video-based learning is recommended to entrepreneurs as a training technology device in this study. Learning through this method has the potential to attract attention, creating a positive impact on the level of motivation, and engaging learner to increase collaboration among them, besides video-based learning has pedagogical strength in presentation

In addition, video-based learning technology opens up many new opportunities in enhancing the learning potential of learners (Syamsulaini & Mashitoh, 2016). Accordingly, the research chose video-based learning via FB as a platform to increase the learner's engagement to learn. FB have the capacity to facilitate discussions and collaboration via online among learners as well as to provide opportunities in terms of sharing ideas, educational content, and enhancement of communication (Chaka & Govender, 2020)

Moreover, videos can help the learner through its function as an audiovisual learning medium that offers real-world examples in detail (Colasante & Douglas, 2016). In addition, Berk (2009) reported that 20 potential learning values gained by the learner through video, and among the most interesting values are an increase in understanding, draw on learner' imagination, foster creativity, stimulate the flow of ideas, and create memorable visual images. Therefore, entrepreneurs should be trained and be given experience via video-based learning to be proficient in creating various interesting online advertisements to promote their business.

However, whether this video-based learning method is effective in increasing entrepreneurs' engagement and motivation towards the use of technology via media social in their business is still a concern. Siti Masayu Rosliah (2016) found that entrepreneurs are still facing various challenges in fully maximising technological facilities in business activities especially the age factors. There are groups who found it difficult to accept and use technology besides individual factors such as the level of knowledge, skills, digital divide (ICT development opportunities), and location. Moreover, the findings have indicated that young people between the ages of 21 to 40

years, followed by 41-50 years chose the method of connecting their customers using technology such as via social media compared to entrepreneurs aged 51 and above who found it difficult to accept and use technology. Therefore, entrepreneurs' learning engagement and their motivation towards vFB-Ads is important to ensure that this learning has a positive impact on them, i.e., be able to advertise businesses product (FB Ads) through FB page.

On the other hand, if the advertisements produced by entrepreneurs are not attractive, it will affect customer's satisfaction after seeing them. Perceptions created by customer feelings and online advertisement considerations have a major impact on their attitude as customers towards the brand as well as on buying intention (Jerome, Shan, & Khong, 2010). Training obtained from video-based learning is also expected to help entrepreneurs to identify potential consumers as well as buyer and to attract society to get to know their products via social media.

However, if entrepreneurs fail to communicate properly and gain less trust from customers, then the start-up of their business will face management and sales difficulties (Ahmad Firdause, Mohd Rafi, & Mohd Nazri, 2017). Consequently, the training revealed to entrepreneurs via video-based learning is expected to benefit them in order that they may successfully achieve their business target and objectives.

Furthermore, an increase in customers' satisfaction is one of the major benefits that assist SMEs when using FB Ads (Kithinji, 2014). Indeed, FB is designed to meet the needs of both FB users as well as customers (A-Ghamdi, et al., 2014). Ads via FB is an effort to increase consumers' engagement to share product experience with

others, and to convince that business, products, or services are offering the best. In addition, it facilitates a two-way conversation (customer-seller) and a positive interaction which will ultimately improve the product and service, and directly increases customers' satisfaction (Aderemi, 2015).

Along these lines, the researcher proposed to develop a learning video, to be specific, a vFB-Ads to be used as a training technology device. Video-based learning is getting progressively noticeable in the realm of training. Videos in training make it conceivable to conquer pragmatic certifiable requirements and investigate the far more noteworthy potential outcomes given by advanced spaces (Michail, Konstantinos, Marco, Peter & Stephanie, 2014).

Although the use of learning videos has traditionally been used in previous years, but the premium has only gradually increased as of late. Many entrepreneurs watched videos from various channels (for example YouTube) on a different number of stages (e.g.: work area, telephone, tablet). Entrepreneurs get scholarly substance by means of advanced libraries, talks with guides by email and online courses from their homes. Moreover, huge online open courses (MOOCs) are turning into an undeniably significant piece of training (Martin, 2012).

In any case, though Malaysia gives an impression of being in a generally higher situation among developing markets in creating nations, but it is still fundamentally lower than high-pay nations because of the absence of innovative aptitudes and capacities (Pelan Induk PKS 2012-2020, 2013). Deric Wong, the overseeing manager of neighbourhood SEO organisation, Locus-T, depicted that

SMEs have a moving objective to develop SMEs' GDP commitment from 37.1% to 41%.

By and large, SMEs come short because of absence of enterprising capabilities, capacity and abilities of the proprietor managers just as administrative and specialised aptitudes (Ahmad & Seet, 2009; Hashim, Othman & Buang, 2009; Paul, Hamzah, Abu Samah, Ismail & D'Silva, 2013; Tehseen & Ramayah, 2015; Tunggak et. al., 2011). Only 31% of SME managers in Malaysia have guaranteed that they have the opportunity to deal with their business (Teoh & Chong, 2014).

As indicated by Majalah Niaga (2012), the absence of a good system administration in business is one of the elements, which add to the SME entrepreneurs' business disappointment. Likewise, this is upheld by Tunggak et al., (2011) who expressed that the primary shortcomings of the Bumiputera SME entrepreneurs are marketing and business networking. Their research which included 241 Bumiputera entrepreneurs from Johor, who maintained their organisations with subsidies from Majlis Amanah Rakyat (MARA) Business Financing Division shows that 28% of the respondents do not build a solid system with different entrepreneurs to advance their organisations. The circumstance compounded with the entrepreneurs' business premises, which were amassed in country regions, just stand to slow down the lease of bazaars worked by MARA or region gatherings in remote spots. Without a solid and build up social networking, they are confronting genuine trouble in discovering colleagues who are trading business thoughts and skills that can thwart their endeavours to extend their organisations. Yoshino and Farhad (2016) pronounced that most of the smaller undertakings do not have their very own sites.

Another research has found that the challenge of finding new customers (sales) and keeping them because the customers lacked interest and trust in Malay or Bumiputera businessmen are among the problems faced by micro and small entrepreneurs (Firdaus, Jamil, Abdul Rahman, Gluma & Abg Zainoren, 2009). Other customer-related problems include receiving customer instalments, missing a customer centre, and making a customer base too tight. Poor deals and promotions have consistently been perceived as an issue viewed by smaller scale and independent ventures (Salleh, 1992). Regardless of how little the activity of the business is, development is a significant device to be aggressive in the market (Ngaosi & Navarro, 2007). Business School Professor Theodore Levitt once said: “The purpose of every business is to create and keep a customer” (Ebitu, 2005, p. 190). Communication is a basic tool for assembling consumer relationships as a gateway to every great partnership. It is equally necessary to elevate business and tuning in to clients.

In view of the problems discussed above, the present research will use Social Networking Site (SNS) as a medium to form a network in the new business by choosing FB for business and the FB Ads as the business marketing strategy platform. According to Bowling (1991), a social relationship is characterised as a collection of interactions between an established group of people, also known as a social network; the characteristics of which have some explanatory powers over the social actions of the people involved. Therefore, a training video of FB Ads will be designed and developed for this purpose.